

MANIFEST



TIME Media Partnership

Performance Snapshot

Intelligence to create the stories that work.

2023

Our Media Partnership with TIME Overview

Objective:

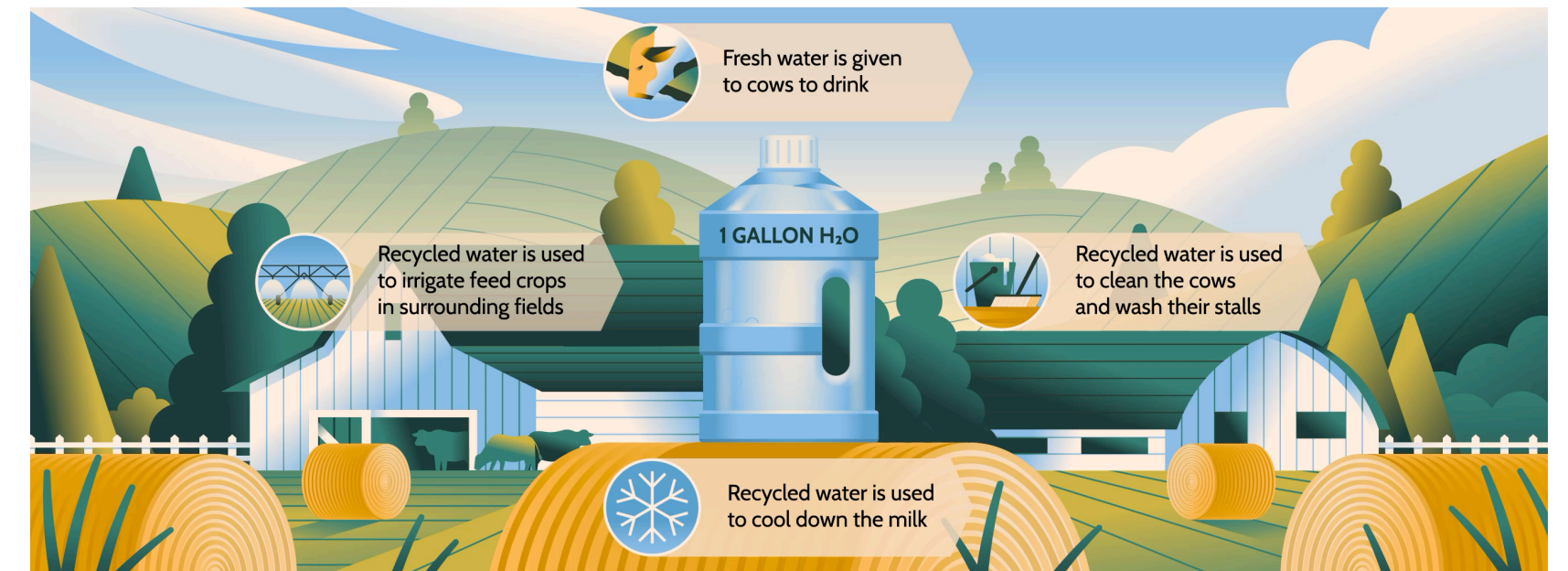
- Partner with a news-based publication to raise awareness with our target audience about the progress dairy has made and continues to make within sustainability.

What Success Looks Like:

- Expansive reach
- Measurable results
- A partnership with a well-known, credible publication whose well-respected name will lend authority to our narrative

Why We Chose TIME: It's a publication that...

- Is an elite, collaborative partner who can bring to life Manifest pitches with the tonality that resonates with their readers
- Measures results and guarantees **2.28M impressions** for a two-part activation: June + December
- Incorporates paid media creative within their media mix to further support the activation



Activation Components	Part I	Part II
Immersive Branded Content article	✓	✓
Custom illustration	✓	✓
Custom video		✓
Custom animation		✓
Social amplification on FB & IG	✓	✓
On-site native touts	✓	✓
Measurement	✓	✓
Content Views	✓	✓
Flight Dates	6/14-6/30/23	12/1-12/31/23

TIME



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Media Partnership Activation Results

5.8M

Total Impressions

24.7K

Total Engagements

26K

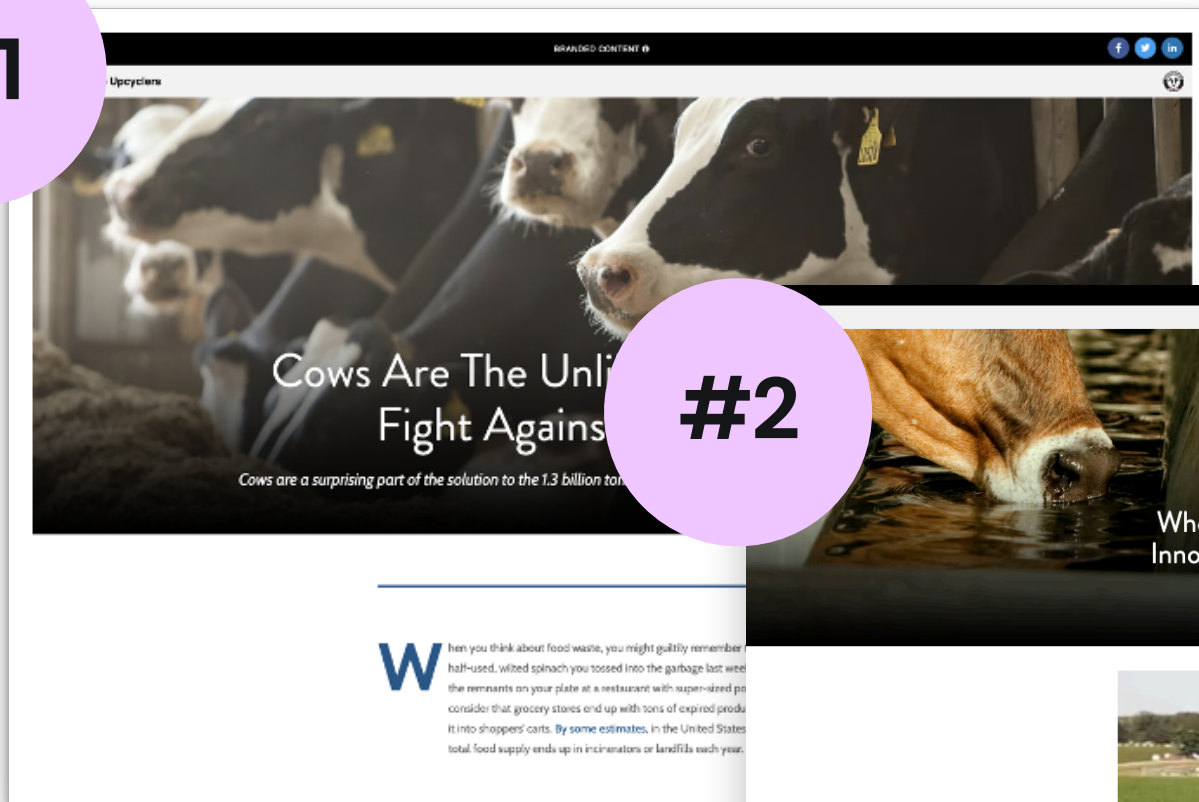
Total Article Views

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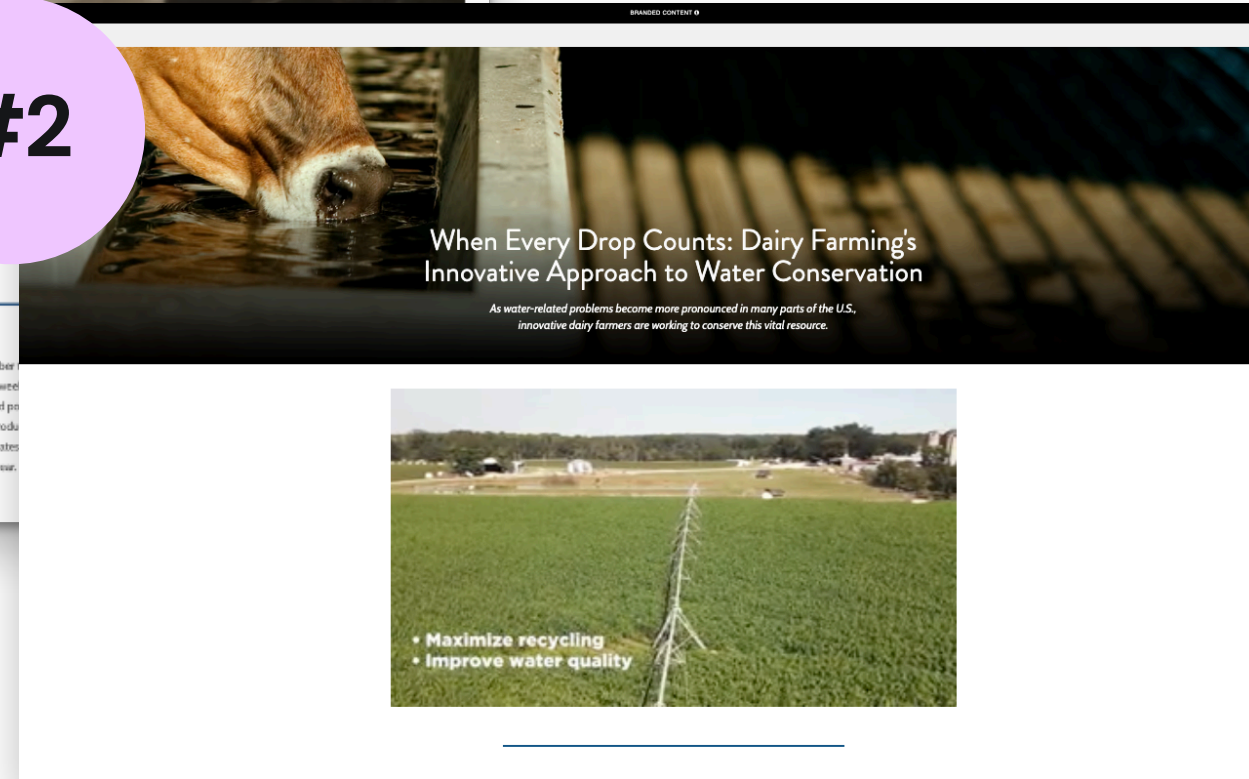
Intelligence to create the stories that work.

Manifest + DMI Media Activations with TIME Generated over 5.8M Impressions! Exceeding All Benchmarks!

#1



#2

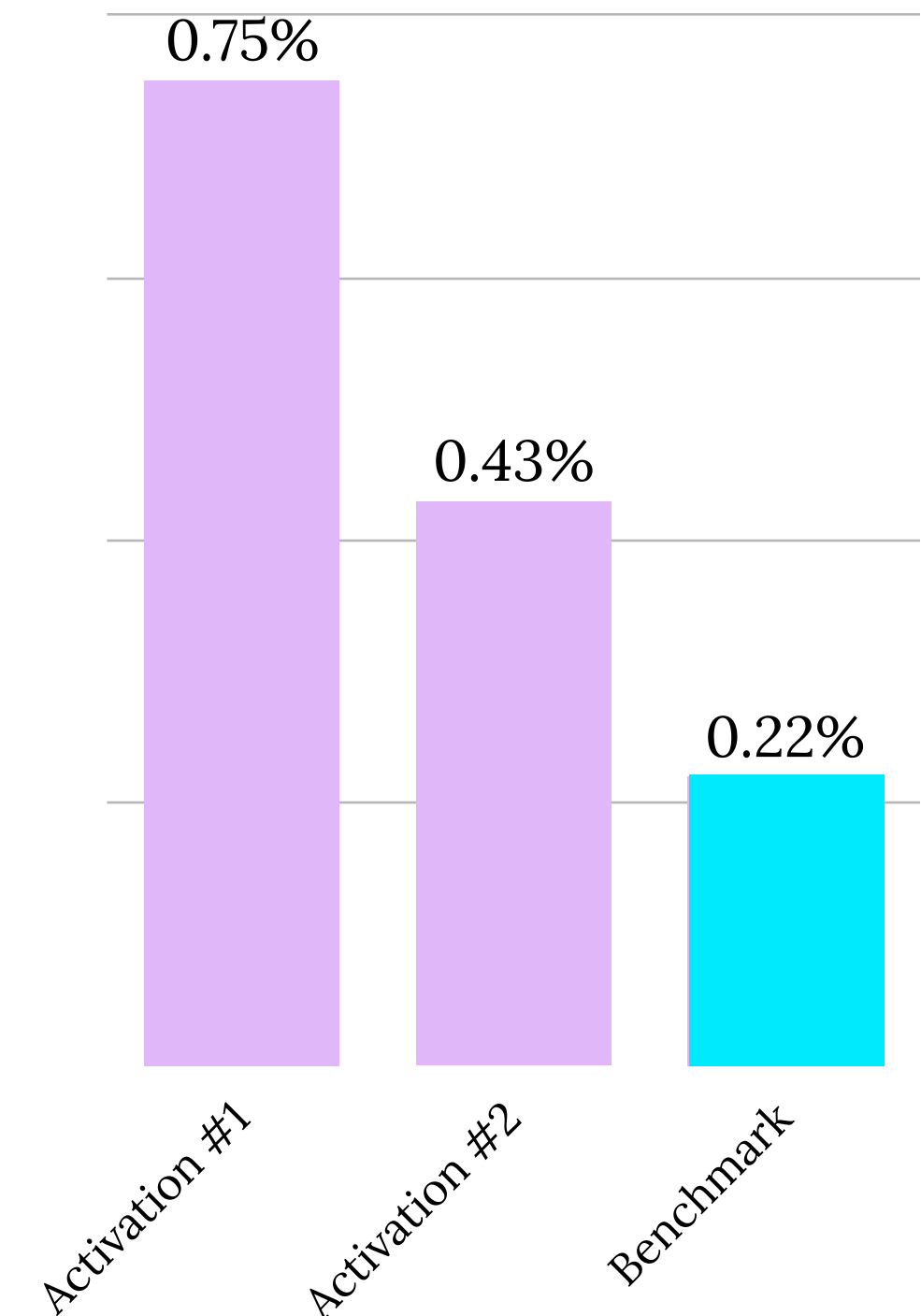
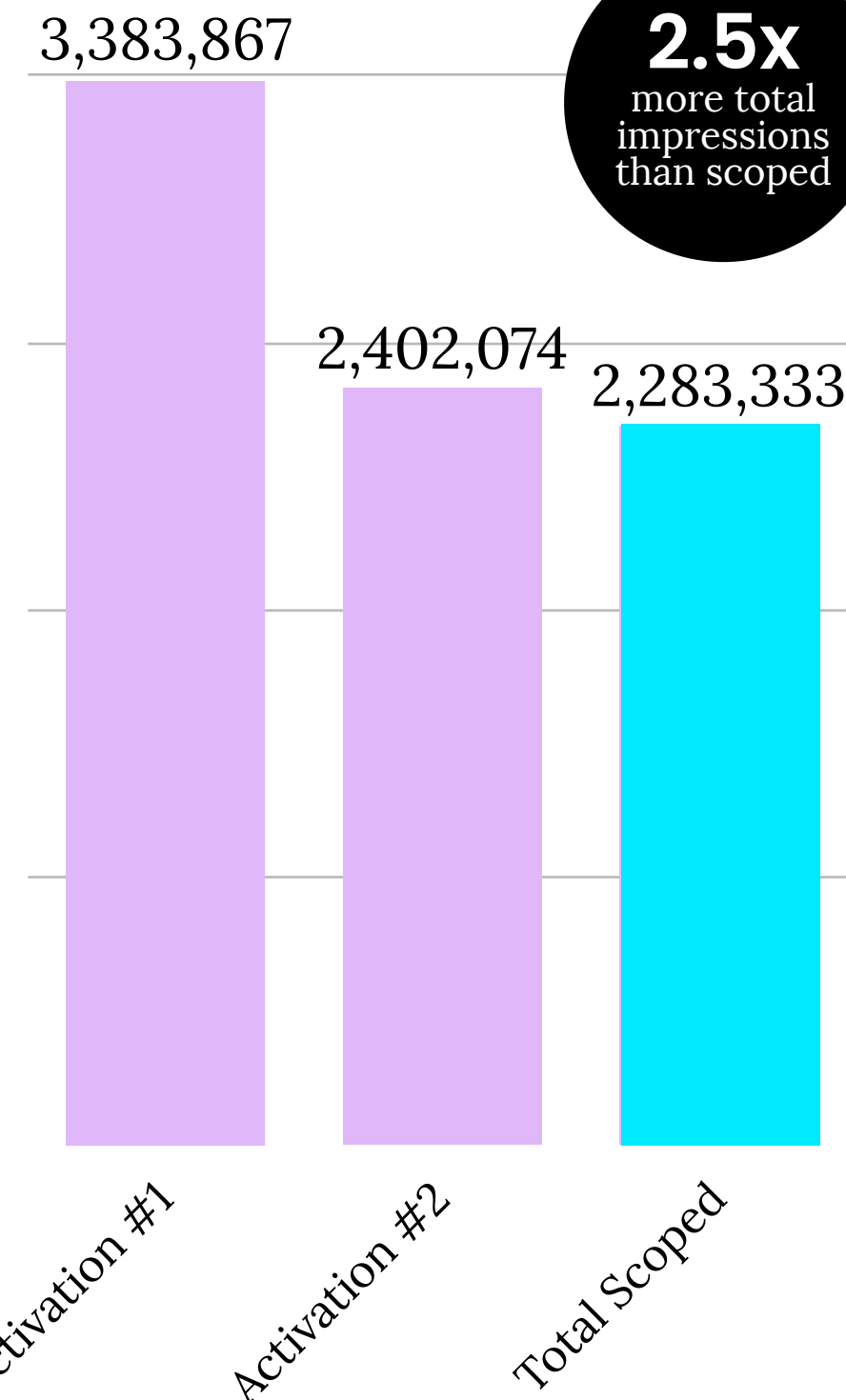


5.8M

Impressions
Activations #1 + #2

0.60%

Social CTR
Activations #1 + #2



Both Activations Generated:

	Actual	Benchmark
Impressions	5,785,941	1.5M - 2.5M
Clicks	26,417	2K - 4.4K
Engagements	24,789	N/A
Social CTR	0.60%	0.22%
Tout CTR	0.25%	0.06% - 0.1%
Content Views	26,084	N/A
100% VCR	62.7%	3.42%

TIME Partnership Learnings and Takeaways

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*social CTR, tout CTR, impressions, avg. time on page, views, and scroll depth

Our Activations Surpassed TIME Benchmarks

Both activations outperformed TIME's benchmarks across six key metrics*. And, the content played to their strengths with Article 1 performing exceptionally well for views and Article 2 outpacing TIME's typical video performance.

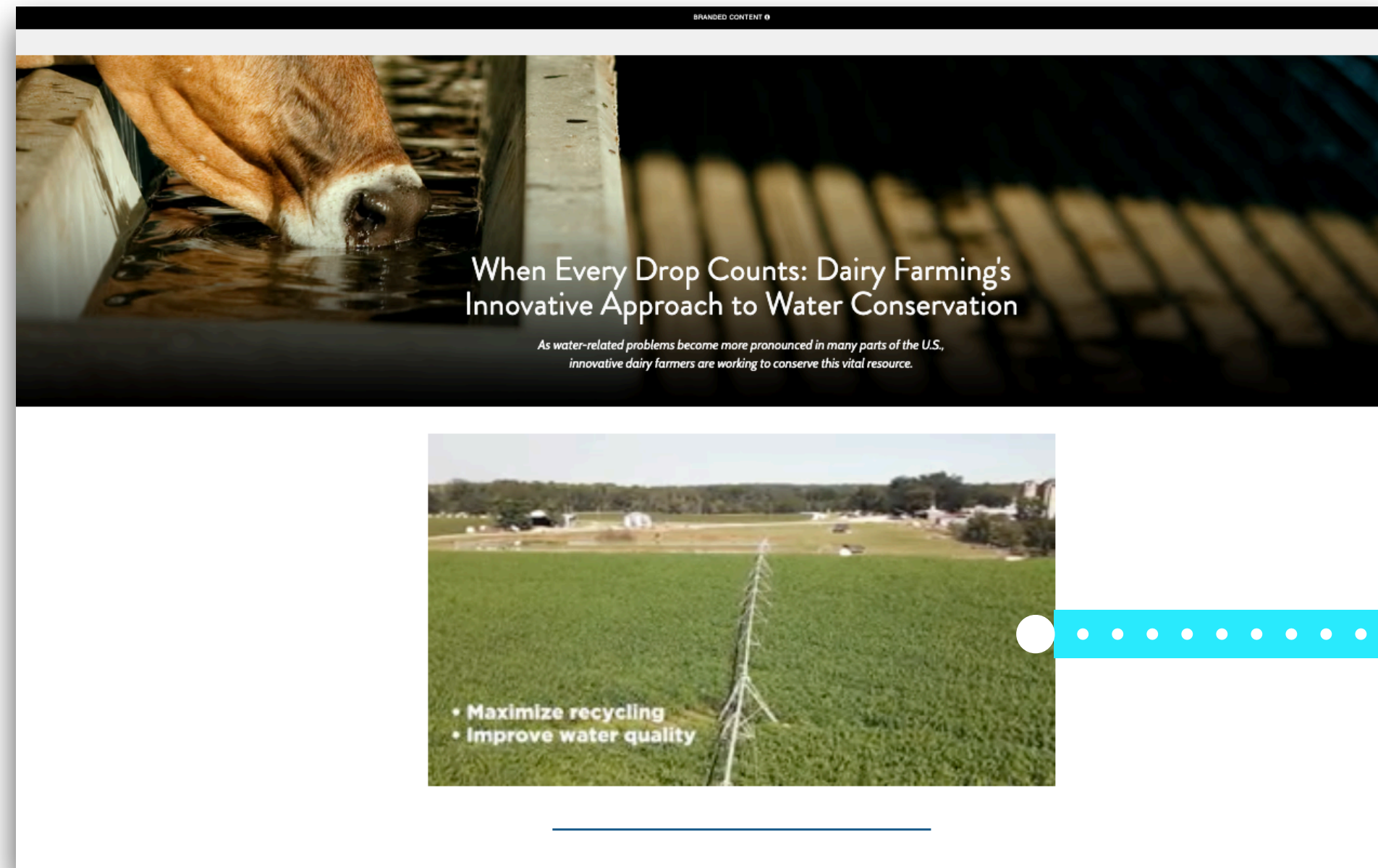
Takeaway: Our content resonated! In future partnerships, we'll continue to consider the package that best meets our goals for DMI's program.

On social and on-site ad placements, Article 1 saw higher performance rates. This is likely due to the image featuring the cow vs. the field.

Takeaway: Even in partner promotions, put the cow front and center to capture improved audience engagement.

The Cow Won TIME and Again

2 of 3 Views Completed 75% or 1 Min. of the Custom Video



67%
75% VCR

63%
100% VCR

+59 ppts
above TIME's VCR
benchmark

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Thanks!

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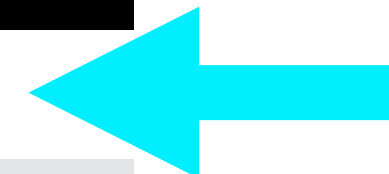
Intelligence to create the stories that work.

Appendix

Activation Performance Breakdowns

Manifest + DMI Media Activations with TIME Breakdowns

	Activation #1	Activation #2	Total
Impressions	3,383,867	2,402,074	5,785,941
Clicks	17,769	8,648	26,417
Engagements	17,318	7,471	24,789
Social CTR	0.75%	0.43%	0.60%
Tout CTR	0.26%	0.21%	0.25%
Content Views	16,790	9,294	26,084
Scroll Depth	99.73%	86.45%	93.09%
Video Plays	N/A	9,514	9,514
Video Completes	N/A	5,965	5,965
75% VCR	N/A	67%	67%
100% VCR	N/A	63%	63%
Time on Page	71.25 seconds	44.39 seconds	57.82 seconds




153% or 2.5x more impressions than scoped
 Scoped: (2,283,333)

Activation #1 Assets

Activation 1: Native Touts

TIME SPOTLIGHT WHY JOB HUNTING IS GETTING WORSE MY ACCOUNT

Put Your Shoes Back On. Here's the Problem With Going Barefoot




PAID CONTENT Dairy cows may be the answer to a more sustainable future By Undenably Dairy

LEARN MORE

TIME SPOTLIGHT WHY JOB HUNTING IS GETTING WORSE

Everything starts from the bottom and works up." He's not worried about potential harms, and says the rewards outweigh the occasional splinter.




Got food waste? Dairy cows can help By Undenably Dairy

The movement isn't coming out of *nowhere*: "Grounding," an alternative medicine practice that involves putting your feet in direct contact with the earth, has been linked to benefits like **stress relief and better sleep**. And walking barefoot on carpeted floors can increase circulation and strengthen the muscles in the feet, says Dr. Miguel Cunha, a podiatrist who owns Gotham Footcare in New York. But he doesn't recommend going shoeless at the gym, communal bathing facilities, or outdoors, especially for prolonged periods of time.

Experts speculate that people are trotting down city streets sans shoes more in an effort to look cool or edgy, and to show off on social media, than to reap any real health benefits. That's why, owing to those intrigued by the trend, one of

TIME SPOTLIGHT THE CRUISE INDUSTRY IS ON A COURSE FOR CLIMATE DISASTER MY ACC



View more on Instagram

8,714,872 likes

beyonce

RENAISSANCE WORLD TOUR 2023

View all 226,533 comments

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TIME SPOTLIGHT WHY JOB HUNTING IS GETTING WORSE

More in Youth

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How dairy cows are turning food waste into valuable resources
By Undenably Dairy

Activation 1 Social Promotion: Facebook

 **TIME with Undeniably Dairy**

Dairy farmers are working hard to operate in a more sustainable way.



time.com
The Dairy Industry's Quest To Cut Methane Emissions [Learn more](#)

 **TIME with Undeniably Dairy**

What some may consider waste could be powering your local dairy farm.



time.com
How Cows Are Helping Reduce Food Waste [Learn more](#)

Activation 1 Social Promotion: Instagram



time and undeniablydairy



[Learn more](#)



Did you know cows could be considered the "ultimate upcyclers?" What some may consider waste could be powering your local dairy farm.



time and undeniablydairy



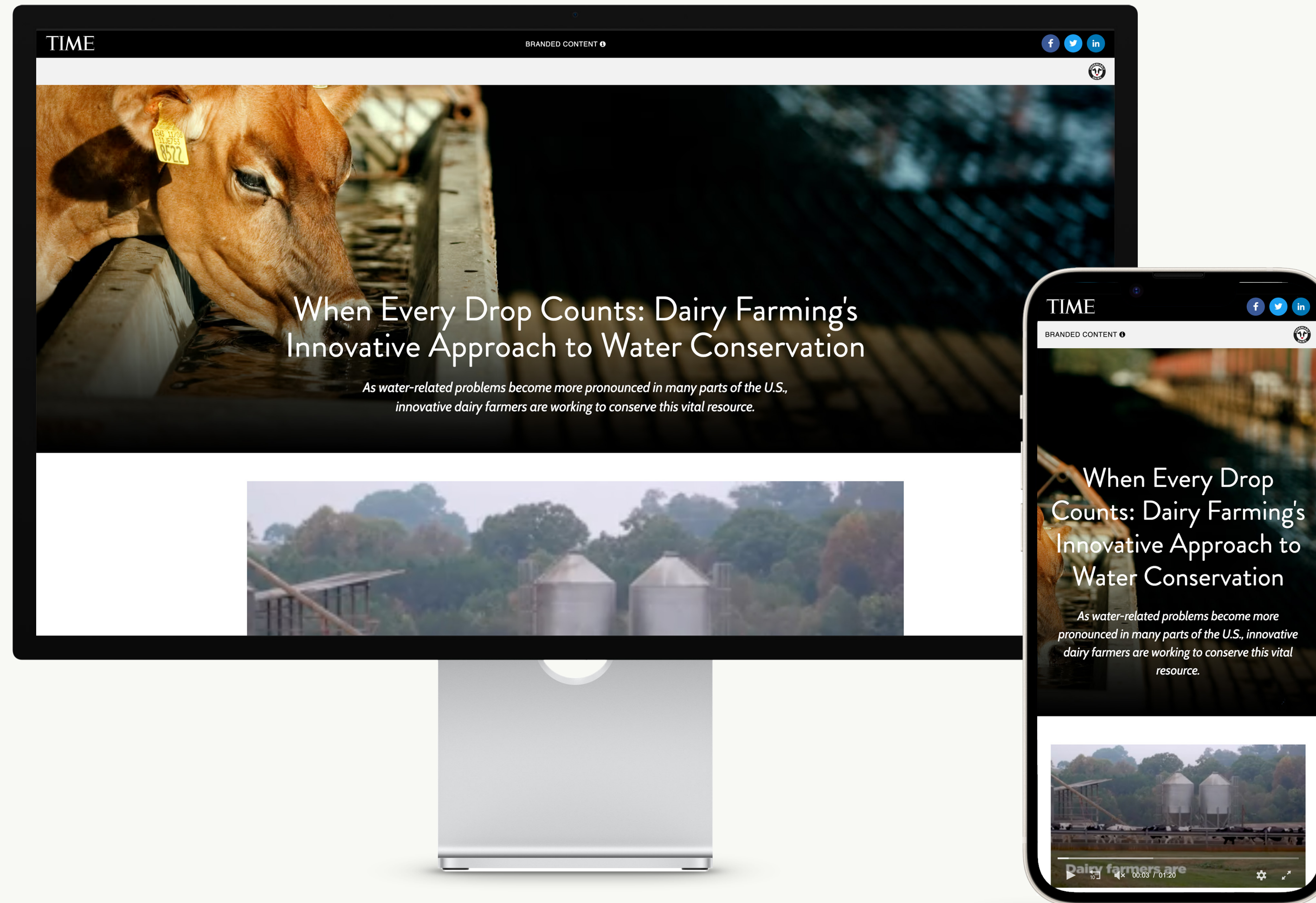
[Learn more](#)



Thanks to technological improvements, the process to create dairy products is working to get more sustainable all the time.

Activation #2 Assets

Activation 2: Native Touts

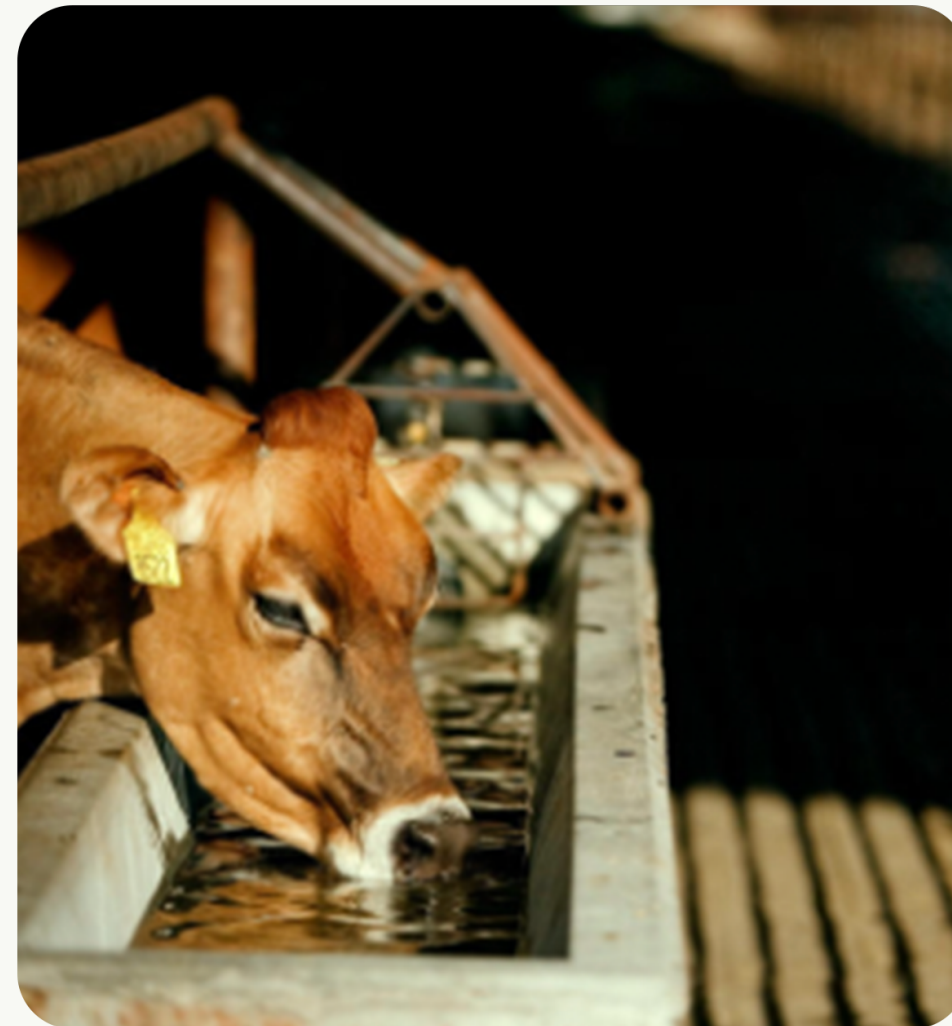


Activation 2 Social Promotion: Facebook



TIME with Undeniably Dairy

As water-related problems become more pronounced in many parts of the U.S., innovative dairy farmers are working to conserve this vital resource.



time.com

**How Dairy Farmers
Conserve Water**

[Learn more](#)



TIME with Undeniably Dairy

Innovative dairy farmers conserve water to ensure every drop counts.



time.com

**How Dairy Farmers
Impact Water Usage**

[Learn more](#)

Activation 2 Social Promotion: Instagram

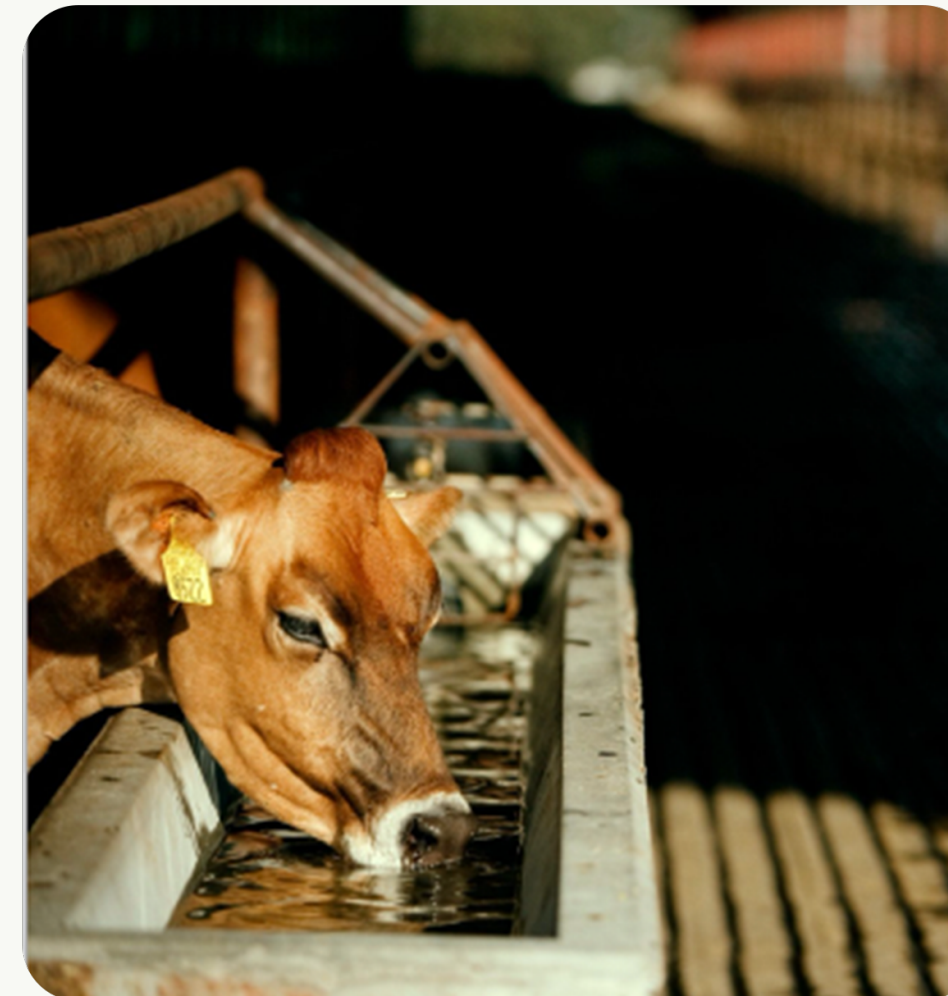
 **time and undeniablydairy**



[Learn more](#) ▶

Meeting the dairy farmers who conserve water and impact their local ecosystem.

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Innovative dairy farmers conserve this vital resource. See how they make an impact on our environment.